

SUBJECT: COMMUNICATIONS PRACTICES

1. PURPOSE. This directive is to establish and maintain consistency of communications products throughout the U.S. Department of Energy complex. This will enable the Department to communicate with various stakeholders in a quality and cost-effective manner while improving the efficiency of production and review processes.

2. CANCELLATIONS. None.

3. APPLICABILITY.

a. DOE Elements. Except for the exclusions in paragraph 3c, this Order applies to all Departmental elements, including those created after the Order is issued. (Go to www.directives.doe.gov for the current listing of Departmental elements.)

The Administrator of the National Nuclear Security Administration (NNSA) will assure that NNSA employees and contractors comply with their respective responsibilities under this Order.

b. Contractors. Except for the exclusions in paragraph 3c, the CRD (Attachment 1) sets forth requirements for communications products. The CRD will apply to the extent set forth in each contract.

c. Exclusions.

(1) The Energy Information Administration.

(2) Any case where an element or entity's identity needs to be minimized due to security concerns.

4. REQUIREMENTS.

a. Each Departmental element must produce communications materials consistent with the requirements of the Attachments 2 and 3 of this order. This includes requirements for proper use of the official DOE logo, seal, and word mark, as well as other requirements. It does not eliminate requirements contained in Title 10, Code of Federal Regulations, 1002.21-1002.31 related to use of the Department seal (online at http://edocket.access.gpo.gov/cfr_2007/janqtr/pdf/10cfr1002.31.pdf).

b. Visual identifiers or "logos" representing any element or entity created under that entity's purview must not be used in materials distributed internally or externally, with the following exceptions:

- (1) Those associated with the single, top organizational level of the National Nuclear Security Administration, the Energy Information Agency and the U.S. Department of Energy National Laboratories as defined by statute.
 - (2) The following programs or activities: Energy Star program, the U.S. Department of Energy Solar Decathlon, and the U.S. Department of Energy National Science Bowl.
 - (3) Those entities who have obtained an exception via the process contained herein.
- c. Each entity requesting a unique logo for communication products to be distributed internally or externally must make a written request to the Deputy Secretary through the Director, Office of Public Affairs.
- (1) The request must include the rationale for unique treatment and a description of how the entity will remain identified with the Department.
 - (2) The Director, Office of Public Affairs must make a recommendation to the Deputy Secretary via concurrence or non-concurrence on the request.
 - (3) The entity must obtain prior written approval from the Deputy Secretary or designee before deploying any visual identifiers in any form. This requirement applies to all identifiers, including those in use prior to the effective date of this directive.
 - (4) If the entity is given authority for a unique logo by the Deputy Secretary, the final logo design must be approved by the Director, Office of Public Affairs.
- d. For the any organizations within the NNSA, including the 4 non-laboratory NNSA sites (Nevada Test Site, Y-12 National Security Complex, Pantex Plant and Kansas City Plant), requests for a unique logo on products to be distributed externally must come in the form of a written request to the Under Secretary for National Security, through the NNSA Director of Public Affairs.
- e. The NNSA Director of Public Affairs will coordinate with the DOE Director of Public Affairs to make a joint recommendation to the Under Secretary.
- (1) If a joint recommendation cannot be reached, the Under Secretary will make a recommendation to the Deputy Secretary.
 - (2) If approved for development, the final logo design must be approved by the NNSA Director of Public Affairs.
- f. Each entity with an approved logo must establish a process for brand management, including the issuance of a style guide or manual consistent with this directive to provide guidance on use of that identity and its relationship to the

Department and any sub-entities. If the entity has sub-entities that request a unique logo, this process must also serve as an initial required step for requests for approval of that unique logo by the Department as called for in this directive.

- g. Review of communications products must be conducted via sampling of materials at the discretion of the DOE Office of Public Affairs for non-NNSA entities or the NNSA Office of Public Affairs for NNSA entities.
- h. Exceptions to this directive other than the requests for unique logos as described in section 4c must be approved by the Director, Office of Public Affairs or designee for non-NNSA entities or the NNSA Office of Public Affairs for NNSA entities.
- i. Print products that are inconsistent with this directive may be used until present supplies run out. Products that are printed on-demand must be updated upon next printing. Electronic products must be updated within 30 days of the signing of this directive, or by a date specified herein; whichever is later. Physical signage must be updated upon the availability of funds.

5. RESPONSIBILITIES.

a. Heads of Departmental Elements.

- (1) Are responsible for the communications materials produced by that element and entities created under the purview of that element.
- (2) Must ensure that the element's products meet the requirements of this order and that the contents of the communications products are consistent with current Department policy.
- (3) Must appoint a Communications Product Official, who will carry out these functions on behalf of the element.
- (4) Notify contracting officers responsible for contracts affected by this order.

b. DOE Office of Public Affairs.

- (1) Must maintain a record of approved visual identifiers not mentioned specifically in this directive.
- (2) Has the authority to disapprove communication products.
- (3) Must provide for the review of communications products to ensure compliance with this order and must notify each element when a communication product is disapproved. (NOTE: This review process may be accomplished via a sampling of products, as opposed to review of all products, at the discretion of the Director, Office of Public Affairs.)

- c. NNSA Office of Public Affairs (for NNSA organizations).
 - (1) Must maintain a record of approved visual identifiers not mentioned specifically in this directive.
 - (2) Has the authority to disapprove communication products.
 - (3) Must provide for the review of communications products to ensure compliance with this order and must notify each element when a communication product is disapproved. This review process may be accomplished via a sampling of products, as opposed to review of all products, at the discretion of the Director, NNSA Office of Public Affairs.
- d. Contracting Officers. Ensure that the CRD (Attachment 1) is incorporated into affected contracts.

6. DEFINITIONS.

- a. Communications materials or communications products (used interchangeably). Internal and externally distributed materials or products including, but not limited to: reports and papers, brochures, presentation material, press releases, newsletters, exhibits, websites, business cards, technical and general posters, signs, speeches, biographies, moving and still imagery and productions, video material supplied to third party producers, emails, etc.
- b. Visual identifier or logo (used interchangeably). Any unique symbol or typeface, or combination that is used to identify an organization, product, service, partnership, etc.
- c. Entity. Any sub-office, organization, laboratory, facility, program, project, or activity or partnership that the Department charters, manages, owns, or oversees. While the term entity is more broadly defined than Departmental element here, a Departmental element is also considered an entity.
- d. Parent. Any entity that is above another entity in terms of organizational structure or any entity that charters other entities.
- e. DOE affiliation text line and first-use text line. A line of text that clearly establishes the entity's affiliation with DOE.
- f. Text-based co-branding. A method for identifying a sub-entity with the parent entity by using a common format and layout of text showing the relationship to the parent brand.

7. REFERENCES.

- a. Title XXXII of P.L. 106-65, National Nuclear Security Administration Act, as amended, which established a separately organized agency within the Department of Energy.
 - b. Title 10, Code of Federal Regulations, Subpart C, section 1002.21 and Subpart D, section 1002.31, (online at http://edocket.access.gpo.gov/cfr_2007/janqtr/pdf/10cfr1002.31.pdf).
8. NECESSITY FINDING STATEMENT. In compliance with Sec. 3174 of P.L. 104-201 (50 USC 2584 note), DOE hereby finds that this Order is necessary for the protection of human health and the environment or safety, fulfillment of current legal requirements, and conduct of critical administrative functions.
9. CONTACT. Questions concerning this Order should be addressed to the Office of Public Affairs at 202-586-4940.

BY ORDER OF THE SECRETARY OF ENERGY:

JEFFREY F. KUPFER
Acting Deputy Secretary

CONTRACTOR REQUIREMENTS DOCUMENT
DOE O 575.X, COMMUNICATIONS PRACTICES

Regardless of the performer of the work, the contractor is responsible for complying with the requirements of this Contractor Requirements Document (CRD) and flowing down CRD requirements to subcontractors at any tier to the extent necessary to ensure contractor compliance.

1. Contractors must maintain consistency of communications products in keeping with standards of the Department of Energy complex as defined in DOE O 575.X, Communications Practices, dated XX-XX-XX.
2. Contractors must produce communications materials consistent with the requirements of the Attachments 2 and 3 of this DOE O 575.X. This includes requirements for proper use of the official DOE logo, seal, and word mark.
3. Contractors must adhere to requirements contained in Title 10, Code of Federal Regulations, 1002.21-1002.31 related to use of the Department seal (online at http://edocket.access.gpo.gov/cfr_2007/janqtr/pdf/10cfr1002.31.pdf).
4. Visual identifiers or logos representing contractor organizations must not be used in materials distributed as representing contractor-operated DOE programs with the following exceptions:
 - a. Those associated with the single, top organizational level of the National Nuclear Security Administration, the Energy Information Agency and contractor managed/operated DOE facilities as defined by statute.
 - b. The following programs or activities: Energy Star program, the U.S. Department of Energy Solar Decathlon, and the U.S. Department of Energy National Science Bowl.
 - c. Contractors who have obtained an exception via the process contained defined in this CRD.
5. A contractor operated or controlled entity requesting a unique logo for communication products to be distributed internally or externally must make a written request to the Deputy Secretary through the Director, Office of Public Affairs. The request must include—
 - a. the rationale for unique treatment and
 - b. a description of how the contractor will remain identified with the Department.

6. The contractor must obtain prior written approval from the Deputy Secretary or designee before deploying any visual identifiers in any form. This requirement applies to all identifiers, including those in use prior to the effective date of DOE O 575.X.
7. When the Deputy Secretary has given a contractor authority for a unique logo, the final logo design must be approved by the Director, Office of Public Affairs.
8. For contractors managing/operating the 4 non-laboratory NNSA sites (Nevada Test Site, Y-12 National Security Complex, Pantex Plant and Kansas City Plant), requests for a unique logo on products to be distributed externally must come in the form of a written request to the Under Secretary for National Security, through the NNSA Director of Public Affairs.

If approved for development, contractors must submit the final logo design be to the NNSA Director of Public Affairs for approval.

9. A contractor operated or controlled entity with an approved logo must establish a process for brand management including the issuance a style guide or manual consistent with this CRD to provide guidance on use of that identity and its relationship to the Department and any sub-entities. If the contractor has subcontractors that request a unique logo, this process must also serve as an initial required step for requests for approval of that unique logo by the Department as called for in this CRD.
10. Contractors will provide sample communications products for review as requested by DOE Office of Public Affairs for non-NNSA contractors or the NNSA Office of Public Affairs for NNSA contractors.
11. Exceptions to requirements of this CRD other than the requests for unique logos as described in paragraph 1b must be approved by the Director, Office of Public Affairs or designee for non-NNSA entities or the NNSA Office of Public Affairs for NNSA entities.
12. Print products that are inconsistent with this CRD may be used until present supplies run out. Products that are printed on-demand must be updated upon next printing. Electronic products must be updated within 30 days of the signing of DOE O 575.X, or by a date specified upon incorporation of this CRD in their contracts. Physical signage must be updated upon the availability of funds.

REQUIREMENTS FOR COMMUNICATIONS PRODUCTS BY CATEGORY OF ENTITY

1. GENERAL REQUIREMENTS FOR ALL ENTITIES.

a. Association with the Department.

- (1) All entities must clearly associate themselves with DOE on all communications products, either by using the DOE logo, the DOE affiliation text line, or by having the name of the U.S. Department of Energy as an inextricable part of the entity's approved logo.
- (2) This association must appear on the same page side or product face as the first appearance of the entity's name or approved logo on all communications products in any form (print, electronic, video/TV, etc.).
- (3) This includes work by entities for which DOE is not a sponsor and for which DOE is not the primary sponsor.
- (4) In very limited cases, the DOE seal alone or the DOE word mark alone may be used in lieu of the entire logo. These may be approved by the Director, U.S. Department of Energy, Office of Public Affairs or designee on a case by case basis.
- (5) This order does not eliminate any requirements in the Code of Federal Regulations relative to use of the Department Seal.

b. Use of the Department's Identity.

- (1) The DOE logo, seal and word mark are identified in Attachment 3.
- (2) The DOE affiliation text line may be used in certain cases, described further below. Acceptable versions/examples are as follows:
 - (a) A U.S. Department of Energy National Laboratory
 - (b) A U.S. Department of Energy [insert type of facility, partnership, etc]
 - (c) A U.S. Department of Energy National Laboratory operated by [insert contractor name]
 - (d) A U.S. Department of Energy [insert type of facility, partnership, etc] operated by [insert contractor name]
- (3) When using the DOE affiliation text line instead of the DOE logo, the clear space between the entity's logo or text name and the DOE text line must be no greater than 50 percent of the entity's logo or text height.

- (4) When using the DOE logo immediately directly next to an approved logo of a DOE entity or that of an external entity, the DOE logo must appear no smaller than the other logo.
- (5) When the DOE logo appears elsewhere on the product, the DOE logo must appear no smaller than 60 percent of the entity's logo, as measured in height.
- (6) Comparable versions of the logos must be used when making this assessment. That is, the vertical version of one logo should be used in comparison with the vertical version of the other. Minimum size requirements defined in Attachment 3 still apply in all applications.

c. Text Based Co-branding:

- (1) This method is available for entities to identify themselves when they do not have approval for a unique logo, and for use by entities that do have approval for a unique logo, but other restrictions prevent use of that logo in a specific application (such as the appearance of too many logos in any given application, either as limited by this directive, or by design choice).
 - (a) Only one entity name may appear at any time as a text-based sub-brand below the U.S. Department of Energy logo, as shown in the Attachment 3.
 - (b) No layering of entities (such as multiple office listings) is permitted in this form.
 - (c) The decision of which name should be present in this form should reside with the parent, or higher level entity.
 - (d) If multiple entities are represented in the work or facility, and there is no clear primary entity, another method for identifying those parties in text must be used in a different location. In cases such as these, entity names would be placed in other common locations in text form, such as in a sub-title on the cover of a report, or a "prepared by" or "prepared for" statement on a document.
- (2) If an entity is a sub-part of a parent entity, and the parent does have approval of for a unique logo, the lower level entity may use a text-based co-branding scheme established by that parent in lieu of the DOE text-based co-branding. For example, entities that are considered part of a DOE National Laboratory may use a text-based co-branding scheme associated with the National Laboratory's logo, as defined or required by that laboratory.

d. First Use Naming.

- (1) For first use in any written text, such as the body of press releases, reports, feature stories, personnel biographies, multimedia/TV presentation, etc., every entity must clearly associate itself with DOE as follows

U.S. Department of Energy's [insert entity name]

or

U.S. Department of Energy [insert entity name].

- (2) This applies to the first mention in text independent of any other requirements herein.
- (3) This includes work by these entities for which DOE is not a sponsor and for which DOE is not the primary sponsor.

e. Press Releases.

The header of all press releases must include the words "U.S. Department of Energy" either as it appears in the DOE logo, or as the DOE affiliation text line. This is in addition to first use naming requirements in the body of the release.

f. Website References.

A web URL within the energy.gov domain must be displayed on all communications products. This would take either of the following forms:

[word or acronym].energy.gov

or

energy.gov/[word or acronym].

g. Websites.

- (1) The DOE logo must be appear in the top section of all websites. The top section is defined as the top 1/3rd of the screen as typically visible on most users' screens.
- (2) The DOE logo must appear as part of the standard format and architecture of all pages and must be an active link to www.energy.gov.
- (3) No more than one logo in addition to the DOE logo may appear at the same level as the DOE logo.
- (4) If there is a third approved logo associated with the work (for example, a

national laboratory or NNSA facility logo that is the parent of a facility that may have an approved logo) the third logo may appear somewhere else on the page, below the two logos at the top.

- (5) Of the non-DOE logos, which logo appears higher is at the discretion of the parent organization.

h. Communications to Third Party Producers.

The requirement to identify the entity as part of the U.S. Department of Energy includes communications to third party producers (such as news/documentary producers) asking for affiliation or title of individuals to be identified in story or program.

i. Further Guidance.

- (1) Approved formats and minimum sizes for the DOE Logo, Seal, word mark, and text-based co-branding scheme are defined in Attachment 3.
- (2) DOE O 575.X and the associated contractor requirements document will be supplemented with a DOE Style Guide to address additional product design matters that do not lend themselves well to a department directive. This additional style guide will be maintained/updated on-line by the Office of Public Affairs.
- (3) When there is no clear direction provided by DOE O 575.X or the associated CRD or clear guidance in style guides provided by the DOE Office of Public Affairs or other entities with approved logos, artistic judgment and communications best-practices should be used to meet the intent of the directive and its associated CRD.
- (4) Specific requirements, clarifications and exceptions for specific categories of entities are defined below:

2. CATEGORY 1: DEPARTMENT OFFICES, FIELD SITES, AND ALL FACILITIES, LABORATORIES, RESEARCH CENTERS, ETC. THAT DO NOT HAVE APPROVAL FOR A UNIQUE VISUAL IDENTITY.

a. General.

Each must use the text-based co-branding option under the U.S. Department of Energy logo to identify the organization.

b. Websites.

Websites must follow the www.energy.gov standard for site architecture and look and feel as defined by the Department Chief Information Officer in cooperation with the Office of Public Affairs.

c. General and Technical Presentations/Posters/Reports.

Each must include the DOE logo on the front cover.

3. CATEGORY 2: DEPARTMENT OF ENERGY NATIONAL LABORATORIES (as defined in Federal statute).

a. Websites.

- (1) Each entity must include the Department of Energy logo in the top section of website as part of the standard formatting of all pages, with the seal portion of the logo being no smaller than 40 pixels in diameter and at a level even with or above the logo of the laboratory. The DOE logo must be an active link to www.energy.gov.
- (2) Text references to organizations, which appear as part of the standard architecture or format of the page, including managing or sponsoring offices and managing and operating contractors, must be made only at the bottom of the site. References to entities within the U.S. Department of Energy must be active links back to the primary site representing that entity within the energy.gov domain.
- (3) The entity's URL must be within the energy.gov domain, such as: [lab name or acronym].energy.gov.

NOTE: The following is NOT an acceptable form:

[labname or acronym].gov.

- (4) An entity must register a new domain name by 10-31-08 and have it active by 12-5-08.
 - (a) Entities may re-register the existing domain name and similar names as a re-direct URLs indefinitely.
 - (b) These alternative URLs must exist only as re-directs to the correct URL, not as a location for actual content.
- (5) Material referencing the old domain name must be reprinted with the correct URL when supplies of the product run out or as they are printed on demand.
- (6) References to program offices within the Department may go at the bottom of the site in text-only form.

b. General and Technical Presentations/Posters.

Each must include the DOE logo on the front cover.

c. Signs.

- (1) Signs at facility entrances, primary administration buildings and major research or user facilities must include the DOE logo with no text-based co-brand below or next to the DOE logo
- (2) Signs may include text referencing the single prime operating contractor of the facility, in the form of the DOE affiliation text line.

4. CATEGORY 3: ANY ENTITY WHICH IS GIVEN APPROVAL FOR A UNIQUE VISUAL (other than national laboratories).

a. Websites.

- (1) In addition to the DOE logo, entities may also include the primary U.S. Department of Energy sponsoring or chartering office name, in text-based co-brand form below the U.S. Department of Energy logo as defined herein, at the top of the website.
 - (a) Only one office name may appear in this fashion, not multiple office layers or different offices.
 - (b) If the entity is part of another parent entity such as a national laboratory, the parent entity may decide which logo appears at the top, the parent or the sub-entity. In this case, use of text-based co-branding may be applied to show affiliation with the parent organization.
 - (c) The third logo (either the parent lab or the sub-entity, at the discretion of the parent organization) may appear somewhere else on the page, clearly below the logos at the top. In any case, use of text also may be applied to show affiliation.
- (2) The entity's URL must be within the energy.gov domain, such as: [facility or acronym].energy.gov. The following is not an acceptable form:

[facility or acronym].gov.
- (3) Entities must register the new domain name by 10-31-08 and have it active by 12-5-08. Entities may re-register the existing domain name and similar names as a re-direct URLs indefinitely. These alternative URL's must only exist as re-directs to the correct URL, not as a location for actual content.

b. Technical Presentations/Posters.

Each must include the DOE logo on the front cover.

c. Signs.

Signs at facility entrances, the primary administration building and major research or user facilities must include the DOE logo with no text-based co-brand below or next to the DOE logo Signs may include text referencing the single prime operating contractor of the facility, in the form of the DOE affiliation text line.

GRAPHICAL ELEMENT REQUIREMENTS

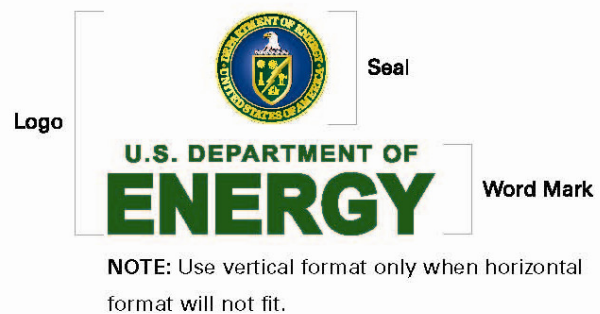
DESCRIPTION OF THE OFFICIAL U.S. DEPARTMENT OF ENERGY LOGO, SEAL, AND WORD MARK

The Department's logo includes the word mark to improve quick recognition of the Department's name, and allow it to stand out among other identifiers. These Department identifiers should be obtained directly from the DOE Office of Management web site or other locations identified by the Office of Public Affairs. They should not be copied from other documents or sources.

HORIZONTAL (PREFERRED)



VERTICAL

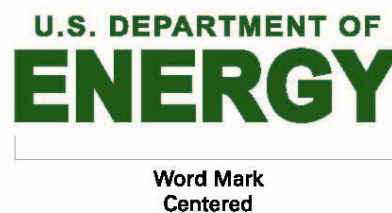
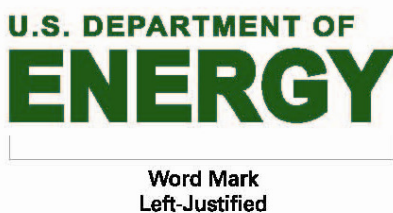


Use the Department's seal by itself only by exception. Examples include where the formality or protocol associated with an event dictates, such as official Department letterhead, and flags.

Both the seal and the logo require approval prior to use.



Use the Department's word mark only by exception. An example would be a situation where the minimum size requirements for the logo can not be met.



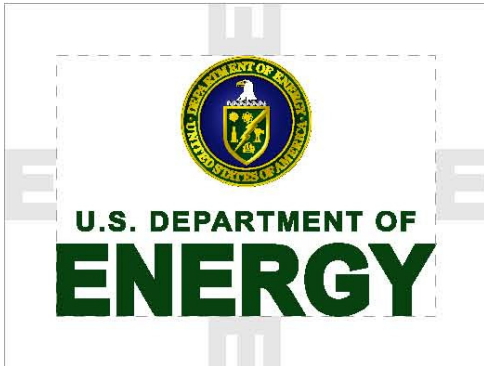
DOE Logo: CLEAR SPACE

To ensure high visibility and uncluttered presentation, always maintain clear space around the DOE logo. To determine the clear space, measure the width of the "E" in ENERGY in the word mark. The clear space will equal to the width of the "E" on all sides. The clear space will change depending on the size of the logo.

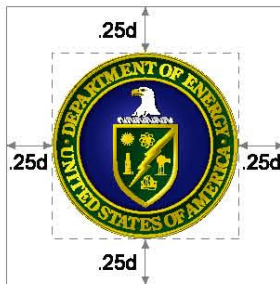
PREFERRED USE FORMAT



VERTICAL (NOT PREFERRED) FORMAT

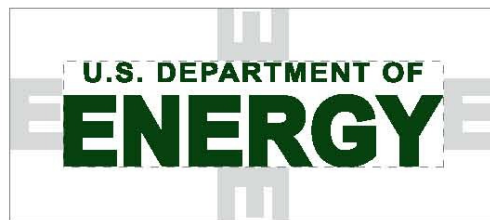


SEAL FORMAT



d = diameter of the seal

WORD MARK FORMAT



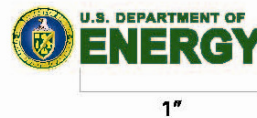
DOE Logo: SIZING

HORIZONTAL FORMAT

The size shown here, or larger, is preferred:



The minimum size is shown here:

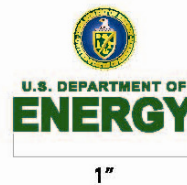


VERTICAL (NOT PREFERRED) FORMAT

The size shown here, or larger, is preferred:

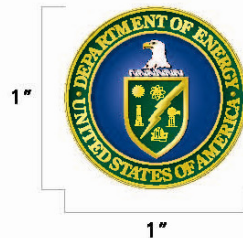


The minimum size is shown here:



SEAL

Seal minimum size



NOTE: On web sites, the seal portion of the logo should be no smaller than 40 pixels in diameter.

On television or other video formats, the logo should be no smaller in height than 8% of the vertical screen size.

If permission is given for the word mark use on TV, the word mark should be no smaller in height than 8% of vertical screen size.

There are no maximum size restrictions as long as the clear space requirements are met.

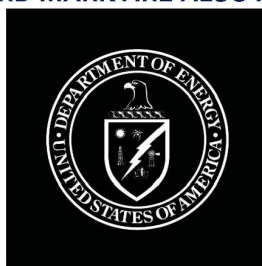
DOE Logo: COLOR VARIATIONS

Acceptable color variations of the logo, seal, and word mark are provided below. Additional variations may be provided by the Office of Public Affairs and posted on the web at: http://www.management.energy.gov/administrative_services/DOE_Logo.htm.

BLACK AND WHITE FOR USE ON LIGHT AND DARK BACKGROUND RESPECTIVELY (ONLY WHITE IS SHOWN, BLACK LOGO, SEAL, AND WORD MARK ARE ALSO ACCEPTABLE)



Logo



Seal



Word Mark

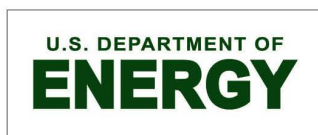
COLOR FOR USE ON WHITE OR LIGHT BACKGROUND



Logo



Seal



Word Mark

NOTE: The official DOE green used in the word mark has the following color mix and MUST be used in the word mark. **Cyan = 89, Magenta = 35, Yellow = 98, Black = 27**

Red = 15, Green = 102, Blue = 54

COLOR WITH WHITE WORD MARK FOR USE ON BLACK OR DARK BACKGROUND



Logo



Seal



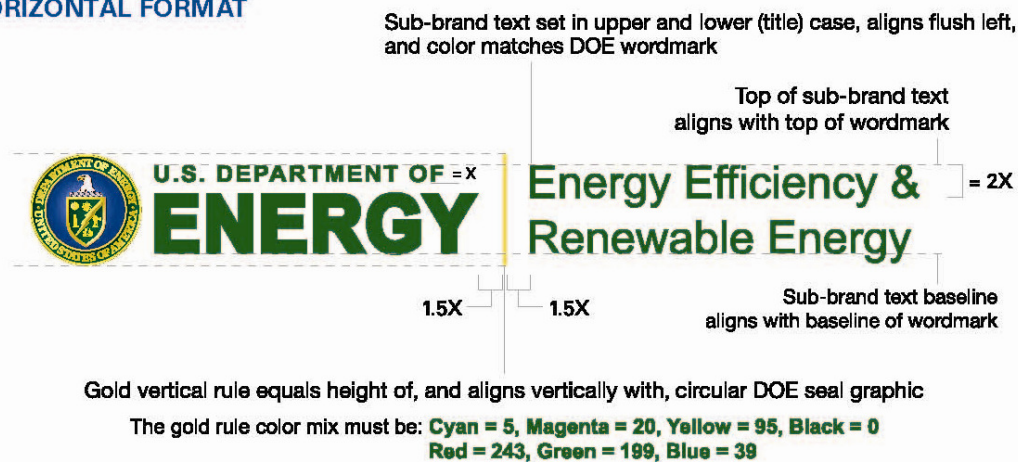
Word Mark

CO-BRANDING: TEXT-BASED CO-BRANDING WITH DEPARTMENT ENTITIES

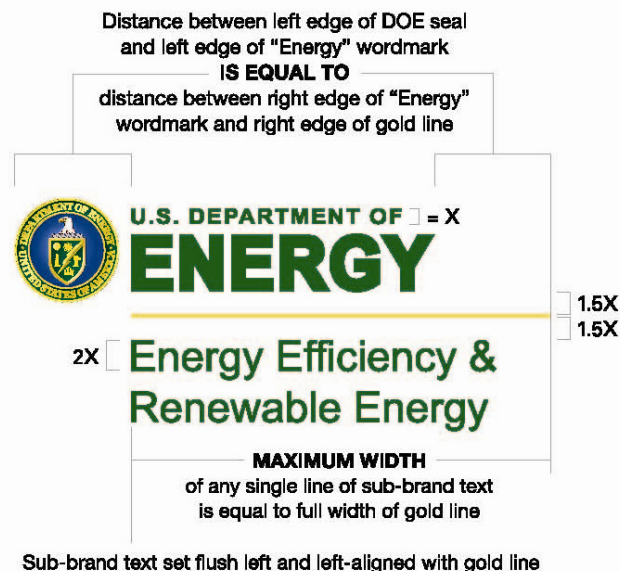
This text-based co-branding scheme is made available for, and must be used by, any Department entity that would like to identify itself but has not been given authority for a unique logo. Cases where this approach is not permitted are specifically identified in Attachment 2. This approach is also available for cases where too many logos would otherwise be present on the product (either as limited by this directive or by design choice).

Always follow the requirements for minimum size, clear zone and color when using the co-branding scheme.

HORIZONTAL FORMAT



VERTICAL FORMAT



CO-BRANDING: TEXT-BASED CO-BRANDING WITH DEPARTMENT ENTITIES

Examples of the text-based co-branding scheme with specific offices are shown below and on the following page.

HORIZONTAL FORMAT



U.S. DEPARTMENT OF
ENERGY

Office of
Science



U.S. DEPARTMENT OF
ENERGY

Electricity Delivery
& Energy Reliability



U.S. DEPARTMENT OF
ENERGY

Nuclear
Energy



U.S. DEPARTMENT OF
ENERGY

Chicago
Operations Office



U.S. DEPARTMENT OF
ENERGY

Golden
Field Office

VERTICAL FORMAT



U.S. DEPARTMENT OF
ENERGY

Office of Science



U.S. DEPARTMENT OF
ENERGY

Electricity Delivery
& Energy Reliability



U.S. DEPARTMENT OF
ENERGY

Nuclear Energy



U.S. DEPARTMENT OF
ENERGY

Chicago
Operations Office



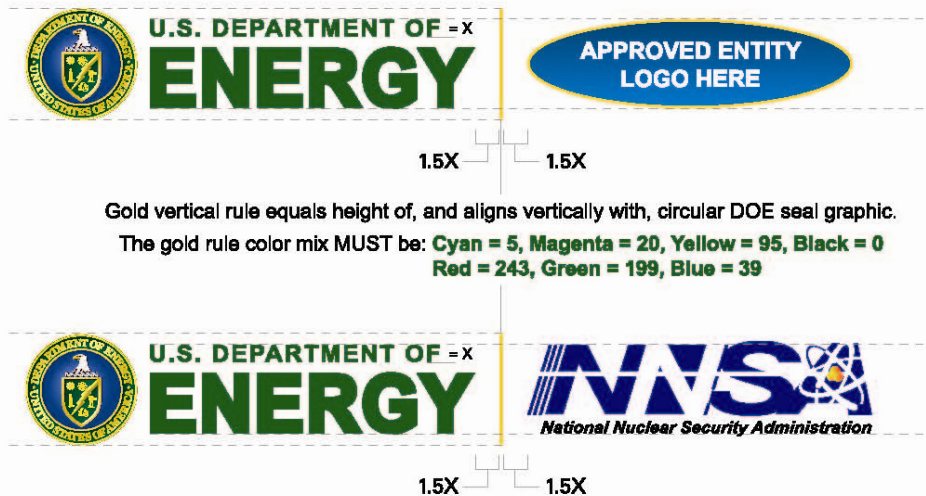
U.S. DEPARTMENT OF
ENERGY

Golden

CO-BRANDING: LOGO-BASED CO-BRANDING WITH DEPARTMENT ENTITIES

Department entities with approval for unique logos may use the following lock-up with the DOE logo when placing logos in close proximity (within the distance of the horizontal width of the DOE logo, applied in any direction). Either this design, or one designated in an approved style guide produced by the entity with the approved logo, must be used. In either case, the DOE logo must be of comparable size to the other logo, and the entity's logo must not exceed the visual weight of "ENERGY" in the DOE word mark.

Horizontal (Preferred) Format



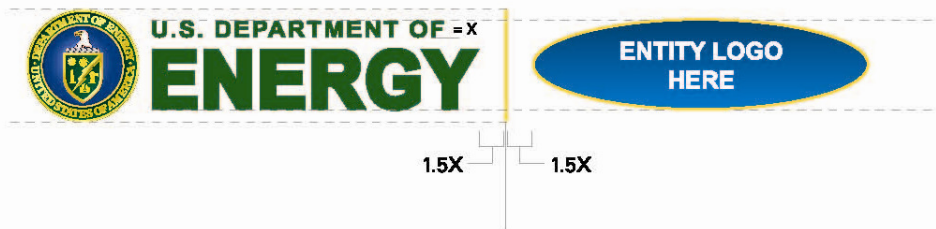
Vertical (Not Preferred) Format



CO-BRANDING: LOGO-BASED CO-BRANDING WITH OUTSIDE ENTITIES

Use the following lock-up for approved partnerships or relationships with outside entities. When DOE is not the primary partner, or if another lock-up is desired, approval of the layout must be obtained from the Office of Public Affairs. In either case, the DOE logo must be of comparable size or larger than the other entity logo and the entity's logo must not exceed the visual weight of "Energy" in the DOE work mark.

Horizontal (Preferred) Format



Gold vertical rule equals height of, and aligns vertically with, circular DOE seal graphic.

The gold rule color mix MUST be: **Cyan = 5, Magenta = 20, Yellow = 95, Black = 0**
Red = 243, Green = 199, Blue = 39

Vertical (Not Preferred) Format



TYPOGRAPHY

Use the following common typefaces in communication materials.

UNIVERS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

UNIVERS 55 ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

UNIVERS 65 BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TIMES NEW ROMAN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TIMES NEW ROMAN ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TIMES NEW ROMAN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TIMES NEW ROMAN ITALIC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial is an acceptable substitute for Univers only when Univers is unavailable. Arial can also be used in text and PowerPoint presentations.

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890